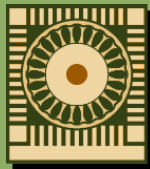


# City of Hayward

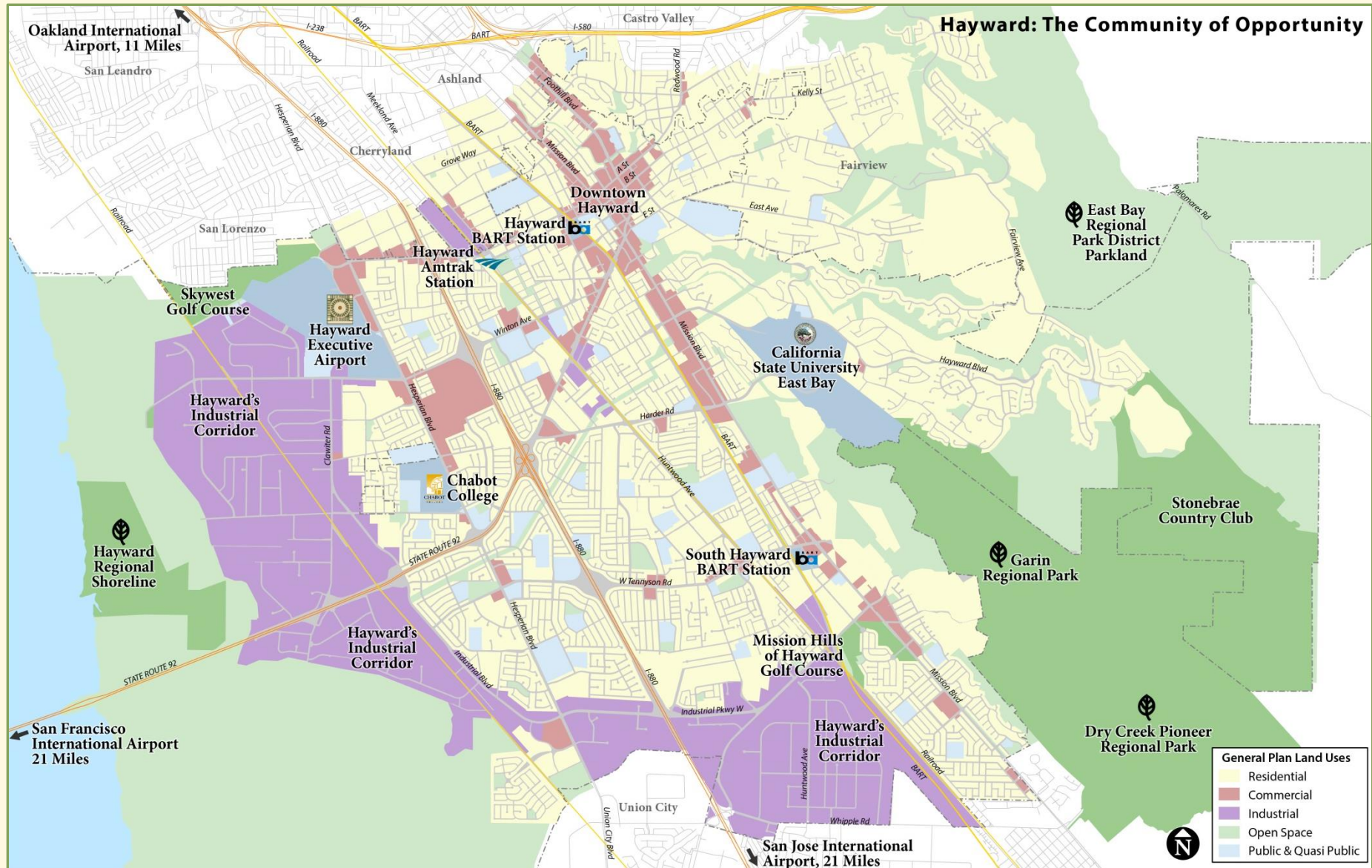
## Industrial Economic Development Overview



Development Review Focus Group  
June 4<sup>th</sup>, 2014



# Map of Hayward





# People

Population (2014): **151,247**

## Gender:

Male	49.4%
Female	50.6%

## Households:

**50,229**

family 34,296 (72%)

## Race:

White	33%
Other	22%
Asian	22%
African American	12%
Two or more races	7%
Pacific Islanders	3%
American Indian	1%

## Household Income:

< \$15,000	10%
\$15,000 - \$24,999	9%
\$25,000 - \$34,999	9%
\$35,000 - \$49,999	13%
\$50,000 - \$99,999	34%
\$100,000 - \$149,999	16%
> \$150,000	10%

Hispanic/Latino: 65,270 people (43%)

Median Household Income: \$62,376



# People

## Employment:

Labor force	71,200
Unemployed	4,600
Unemployment Rate	6.4%

## Education

Non-High School Graduate	20%
High School Graduate (or GED)	29%
Some College, no degree	21%
Undergraduate Degree	25%
Master's Degree	5%
Doctorate degree	0.5%

32% of the population have a university degree or higher

## Employment Sectors

Leisure/Ent/Retail	23%
Warehousing/Transport/Utilities	17%
Manufacturing	14%
Health Care	12%
Public Admin/Education	9%
Construction and Resources	6%
Finance/Insurance/Real Estate	5%
Professional Services	3%
Information	2%
Other	6%

Blue Collar	27%
White Collar	55%
Service and Farm	18%

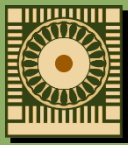




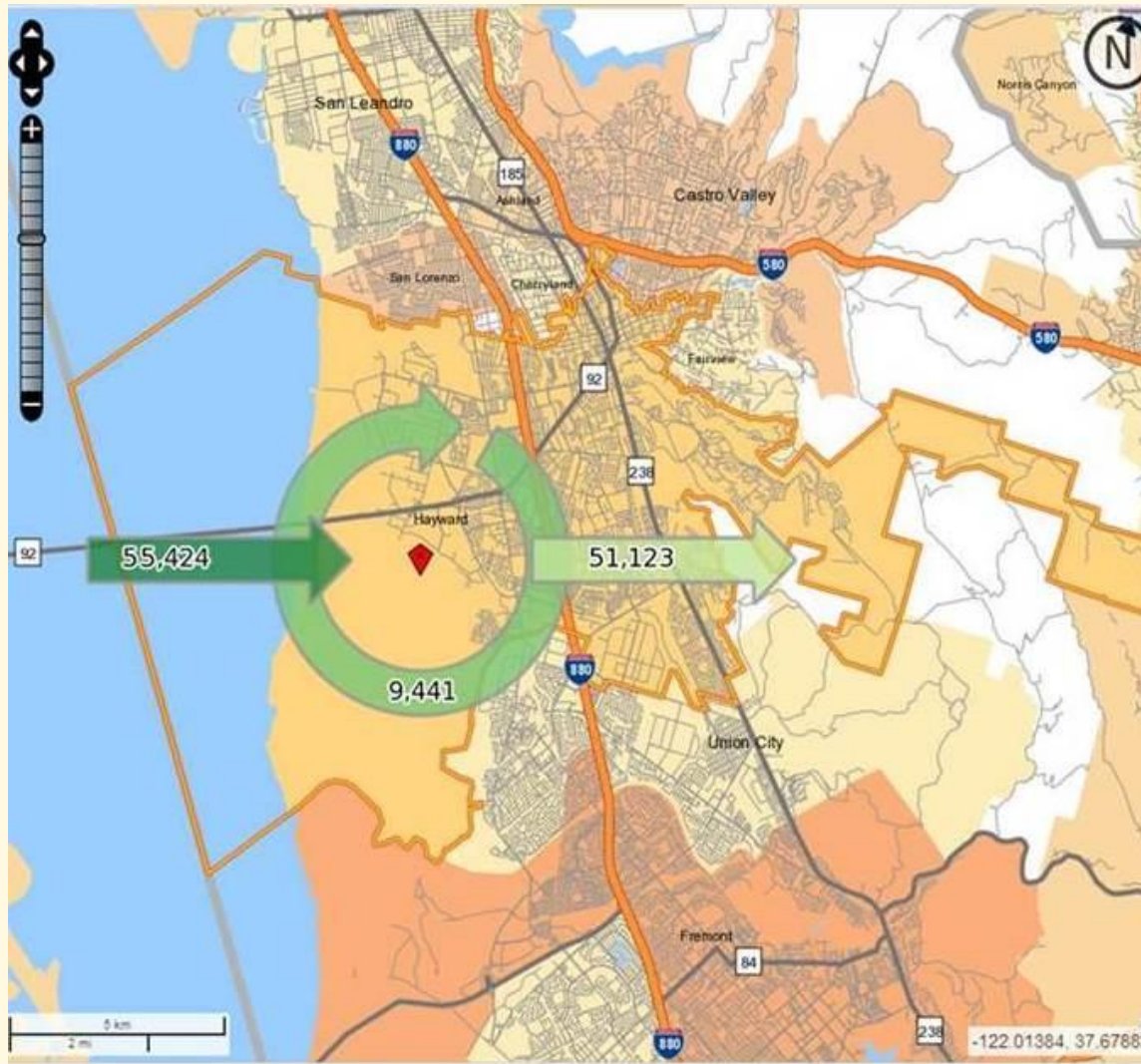
# Psychographics

American Dreams (16.7%)	Money and Brains (12.3%)	Bohemian Mix (12.3%)
Upper-Mid Income (\$58,517*)	Wealthy (\$93,457*)	Upper-Mid Income (\$57,083*)
Middle Age (35-54)	Older (45-64)	Middle Age (under 55)
Family Mix	Family Mix	Family Mix
Professional occupations	Management occupations	Professional occupations
College Grad	Graduate Plus	College Grad
Urban	Urban	Urban
Ethnically Diverse	Ethnically Diverse	Ethnically Diverse
Lifestyle traits:	Lifestyle traits:	Lifestyle traits:
<ul style="list-style-type: none"><li>• Shop at Old Navy</li><li>• Buy motivational tapes</li><li>• Read Black Enterprise</li><li>• Watch TeleFutura</li><li>• Lexus IS</li></ul>	<ul style="list-style-type: none"><li>• Shop at Nordstrom</li><li>• Contribute to NPR</li><li>• Read Sunday newspaper</li><li>• Watch Ebert &amp; Roeper</li><li>• Jaguar XJL</li></ul>	<ul style="list-style-type: none"><li>• Shop at Express</li><li>• Rent/buy foreign videos</li><li>• Read Details</li><li>• Watch soccer on TV</li><li>• Volkswagen Rabbit</li></ul>

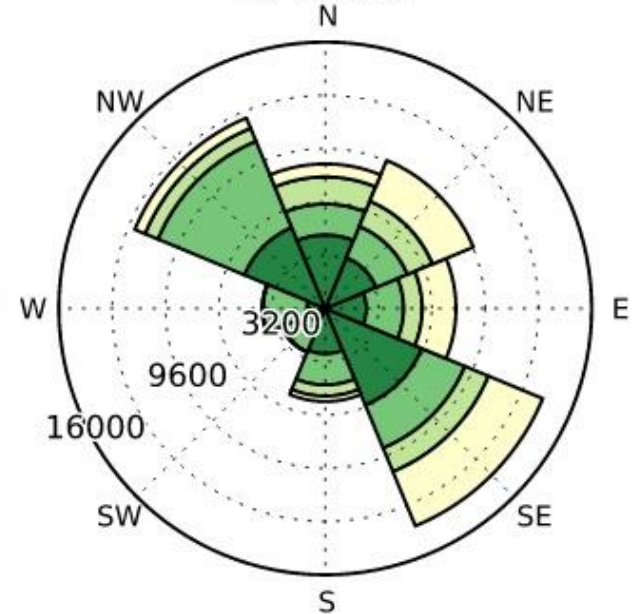




# Hayward Workforce \*2010



Job Counts by Distance/Direction in 2011  
All Workers



View as

Jobs by Distance - Work Census Block to Home  
Census Block

	2011	
	Count	Share
Total All Jobs	64,865	100.0%
Less than 10 miles	26,505	40.9%
10 to 24 miles	20,933	32.3%
25 to 50 miles	7,465	11.5%
Greater than 50 miles	9,962	15.4%



# Business

Total Hayward Businesses: 9,249

Total jobs: 81,135

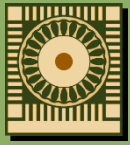
Daytime Population: 153,048

## Sectors:

Leisure Entertainment & Retail	30%
Wholesale, Transportation and Utilities	12%
Finance, Real Estate & Insurance	10%
Professional & Business Services, Information	10%
Health Care	8%
Construction and Resources	8%
Manufacturing	6%
Public Admin and Education	3%
Other	15%

## Key Sectors:

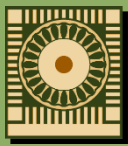
Food & Beverage Manufacturing  
Life Science  
Advanced Manufacturing  
Logistics



# Key Industrial Sector Businesses

- Baxter Healthcare
- Berkeley Farms
- Clarmil Manufacturing Corp/Goldilocks
- General Cable
- Gillig
- Heat and Control
- Illumina
- IMPAX Labs
- Injex Industries
- Pepsi Bottling Co
- Sugar Bowl Bakery





# Hayward has many strengths that businesses value

Central Location  
and Transportation



Quality Water and  
Infrastructure



Prime Business  
Sites



Higher Education  
Institutions



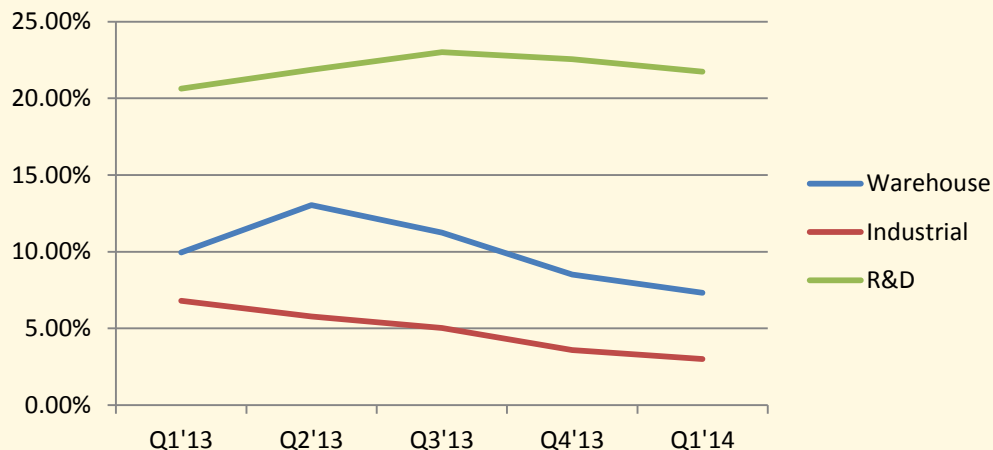
An International Community  
and Civic Engagement





# Vacancy Rates \*2014 Q1

Hayward	Inventory (sf)	Overall (sq ft)	Overall (%)	Average Rate
Warehouse	20,569,959	1,505,905	7.32%	\$0.43
Industrial	16,720,479	373,847	3.01%	\$0.46
R&D	3,392,140	737,120	21.73%	\$0.91
<b>TOTAL</b>	<b>40,682,578</b>	<b>2,745,512</b>	<b>6.75%</b>	<b>\$0.57</b>



880 Corridor	Inventory	Overall (sq ft)	Overall (%)	Average Rate
Warehouse	70,078,507	4,923,190	7.03%	\$0.46
Industrial	60,165,649	2,771,675	4.61%	\$0.60
R&D	27,443,241	5,462,002	19.90%	\$0.92
<b>TOTAL</b>	<b>158,687,397</b>	<b>13,156,867</b>	<b>8.34%</b>	<b>\$0.64</b>

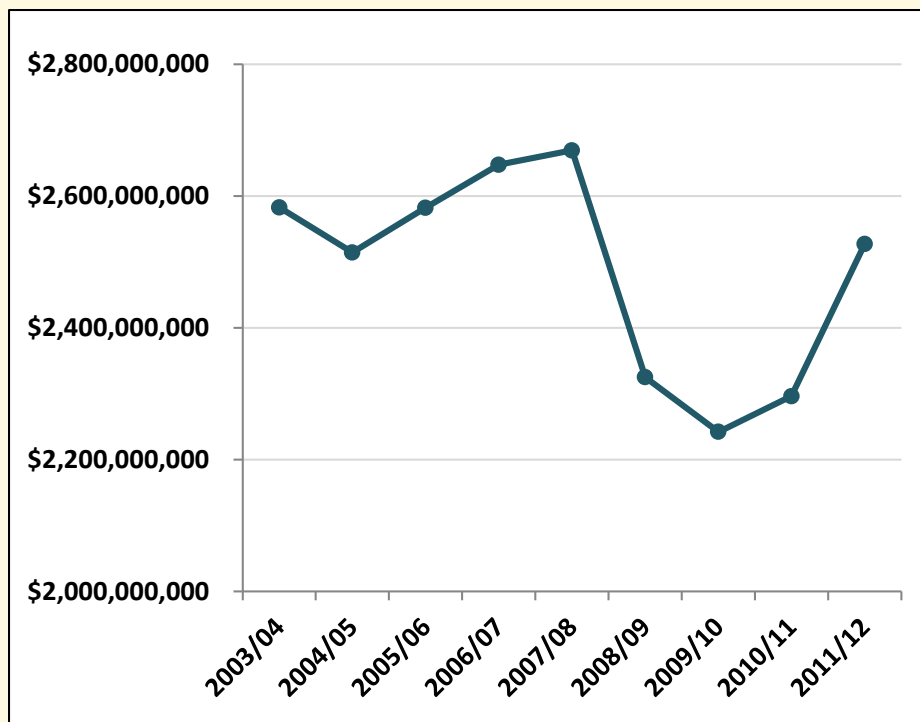
Source: Conish and Carey Q1  
2014 Reports



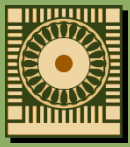
# Taxable Sales Trends

(03/04 to 11/12 Jul-Jun)

Annual Taxable Sales	Hayward Total	Year-Over-Year Change
2003/04	\$2,582,836,800	n/a
2004/05	\$2,514,522,800	-2.60%
2005/06	\$2,582,220,700	2.70%
2006/07	\$2,647,510,300	2.50%
2007/08	\$2,669,474,100	0.80%
2008/09	\$2,324,912,000	-12.90%
2009/10	\$2,242,071,400	-3.60%
2010/11	\$2,296,267,200	2.40%
2011/12	\$2,527,149,900	10.10%



Source: ADE, Inc.; data from MuniServices LLC

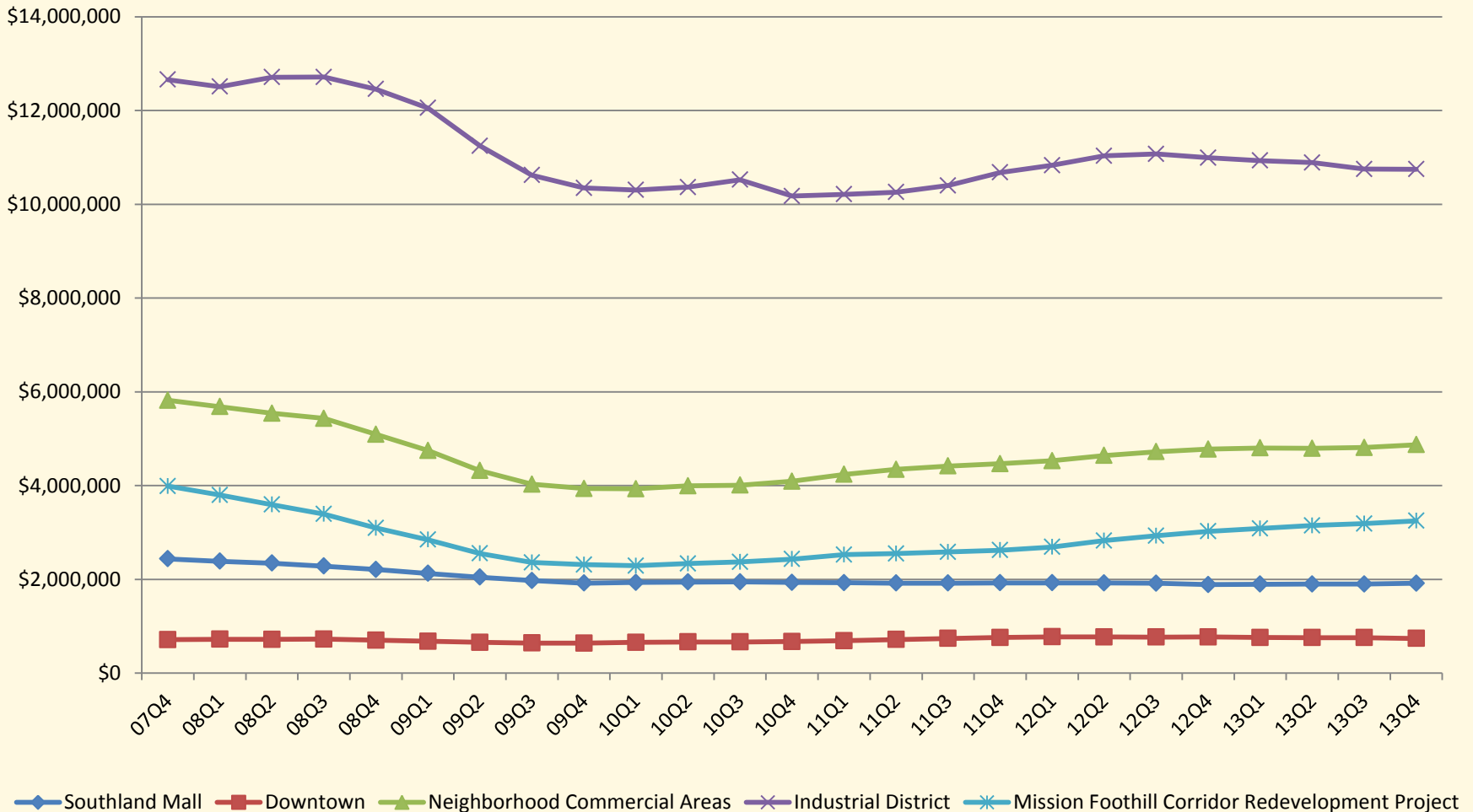


# Hayward Subarea Taxable Sales Trend

Q4 2007 – Q4 2013

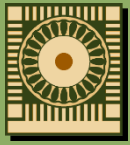
## HISTORICAL SALES TAX BY GEOGRAPHIC AREA

### Benchmark Year



Source: MuniServices LLC





# Economic Development Goals



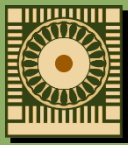
CITY OF  
HAYWARD



## Economic Development Strategic Plan

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FY 2014 – FY 2018



# Vision and Goals



## Economic Development Vision

The City of Hayward is recognized as the most desirable and business-friendly place in the East Bay in which to locate and conduct business.

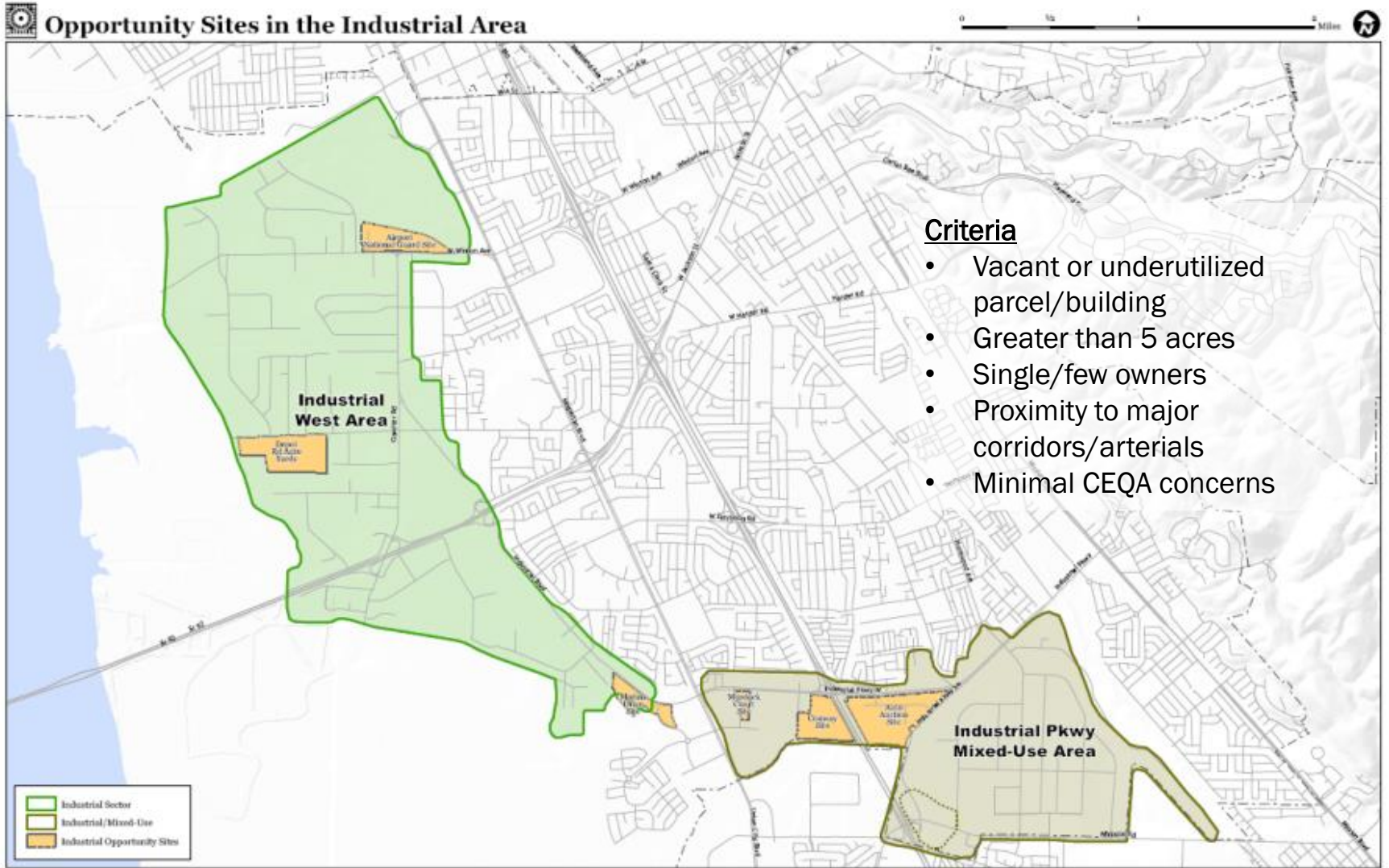
## Mission Statement

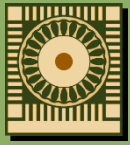
We achieve our vision by:

- 1) Ensuring efficient and predictable business permitting processes;
- 2) Creating and sustaining a safe, clean, green, and fiscally sound business environment that benefits residents, businesses, and the region;
- 3) Promoting Hayward for its central location, prime business sites, great climate, and excellent transportation, water, and public safety services; as well as for other strengths that distinguish Hayward from other municipalities, such as its international community, civic participation, and history;
- 4) Actively recruiting and retaining businesses, especially supporting emerging sectors that create quality, good-paying jobs like biotech industries and food processing businesses; and
- 5) Fostering an educated and job-ready local workforce by driving the improvement of the academic performance of Hayward students and by connecting businesses, learning institutions, and community agencies.



# Industrial Opportunity Sites



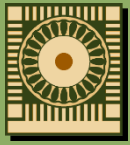


# ED Efforts Underway

We are working to analyze the current conditions:

- Local Demographics
- Customer base/consumer needs
- Workforce
- Industry clusters
- Local business needs
- Market conditions
- Permitting process

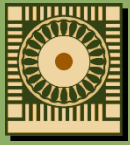




# ED Efforts Underway

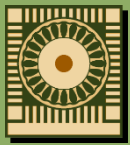
Maintain & Attract New Investment and Jobs to Community:

- Ombudsman and Permitting Assistance
- Vacancy Inventory
- Targeted Industrial Recruitment Efforts
- Improving Infrastructure
  - Broadband efforts, potential incentives



# Economic Development Events

- Hosted two events with the Governors Office this fall
  - Business Resource Fair
  - California Competes Workshop
- Trade Shows: ICSC in October, BioMed Device in December, International Bio Conference in June, Fancy Food Show in February
- Food Manufacturing Council Event (January)
- Import/Export Event (March)
- Small Business Development training courses – 7 throughout 2014/2015



# Business Retention

## Businesses



- Focus on fundamentals - public safety, police presence, overall appearance
- More quality sit-down restaurants to host clients
- Work on communication between departments to simplify and clarify what is required of small business owners



# Key Opportunities

## Community Groups



- Great potential to become a college town
- Get citizens involved in enlivening their town
- Need more unique entertainment and shopping places that add to Hayward's identity
- Give each part of Hayward its own identity (neighborhood districts)

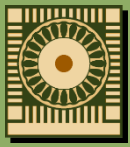




# Development Community



- The “can do” approach in Planning, Building, and Engineering will be critical as builders become busier once again
- Provide incentives to modernize existing retail space and to draw new businesses
- Need more citizens visiting and living in the downtown corridor to support local businesses



# Workforce

The industrial sector supports a wide range of jobs





# Workforce Development



- Interest in developing training programs specific to biotech and food manufacturing
- Want to grow partnerships with existing businesses to provide support
- A strong plan should include a meaningful focus on technical training for young adults coming out of high school



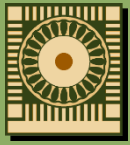


# Branding & Marketing

A clear brand will capture Hayward's best qualities and will be used to update and unify the City's communication materials







# Thank you!

Please help us improve our service to you by giving us your feedback and suggestions?

Please take our survey:

[https://www.surveymonkey.com/s/HSHayward\\_Brokers](https://www.surveymonkey.com/s/HSHayward_Brokers)

**Contact:**

Julie Barnard, Industrial Economic Development Specialist  
510.583.5541 or [julie.barnard@hayward-ca.gov](mailto:julie.barnard@hayward-ca.gov)